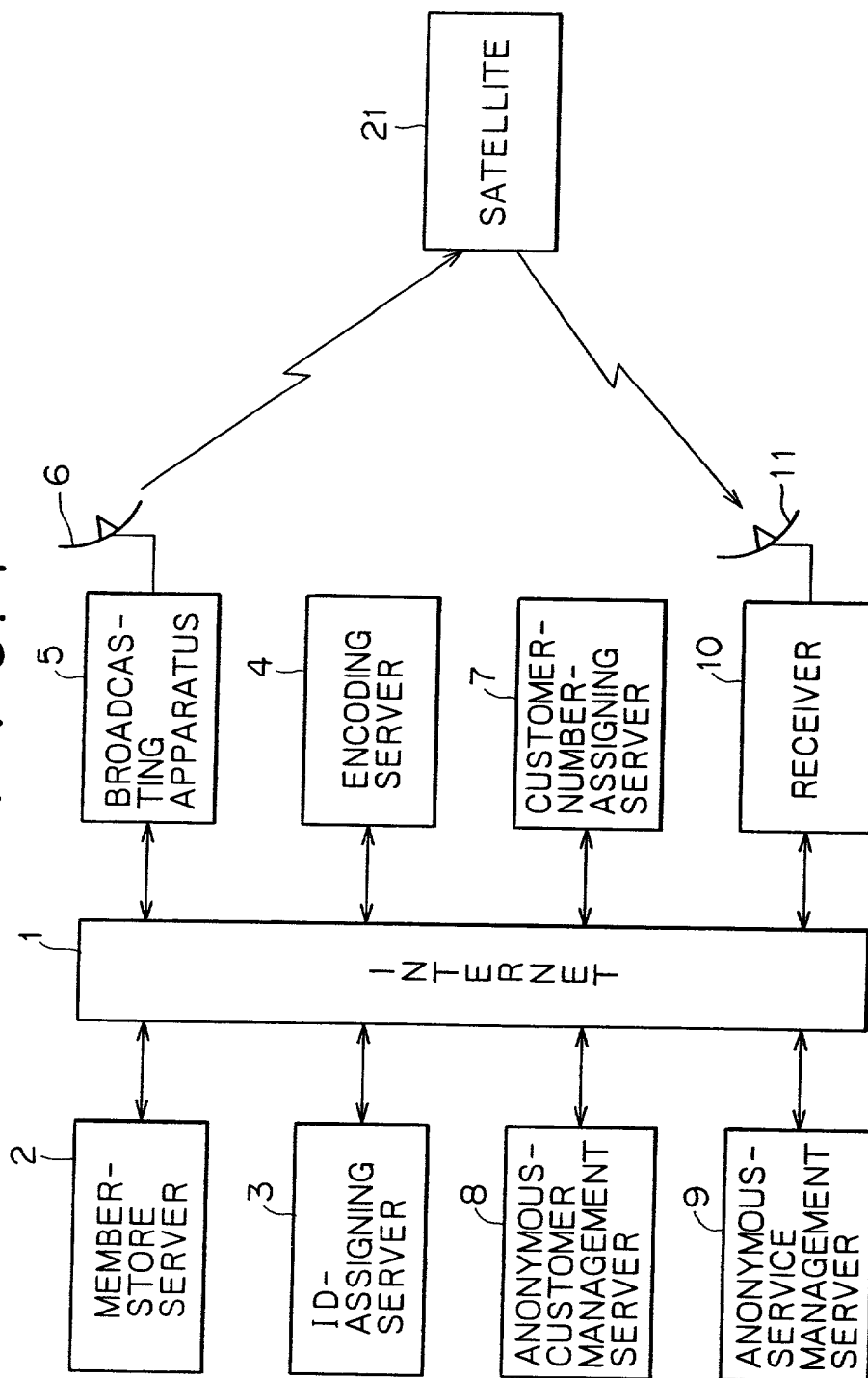


FIG. 1



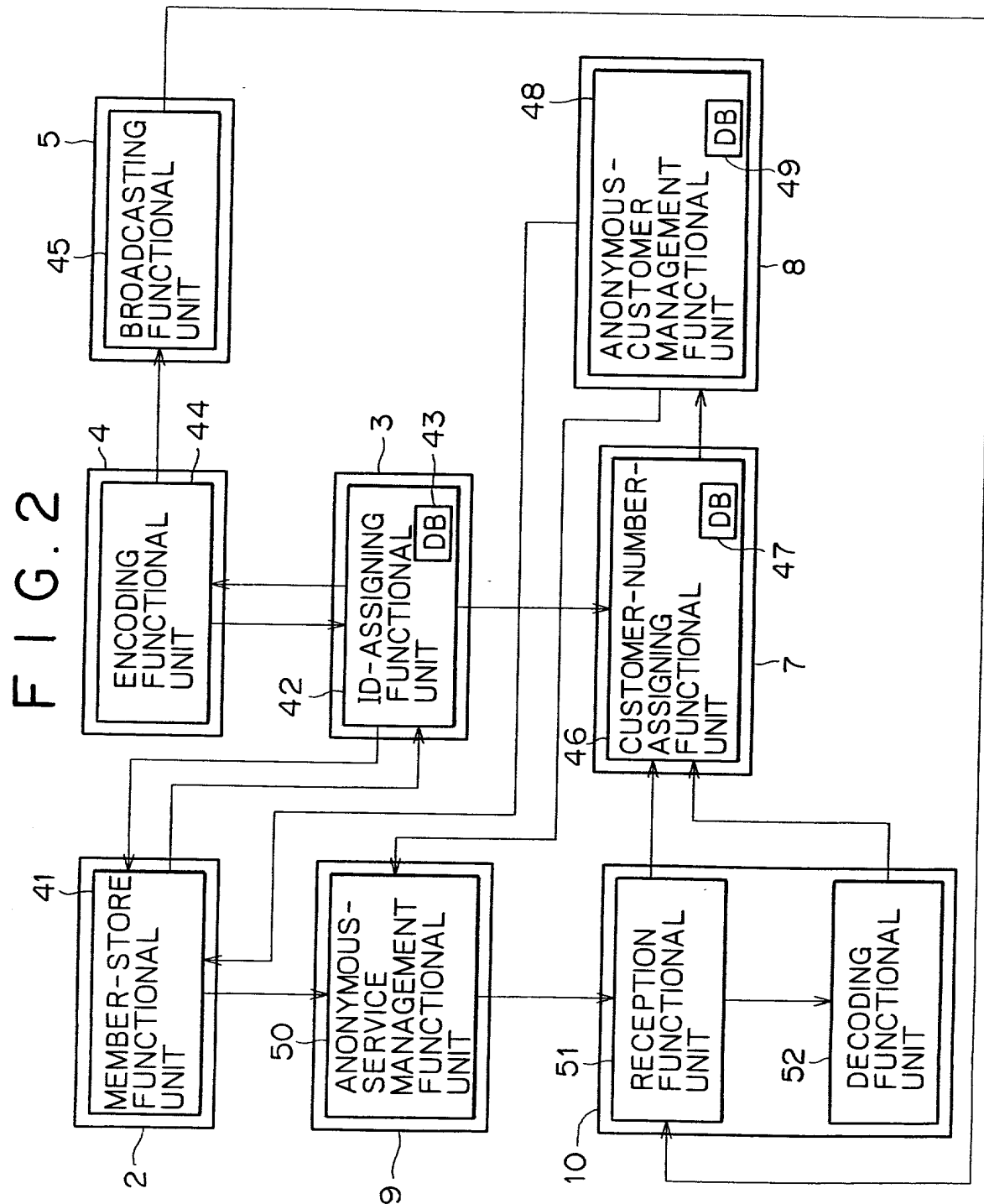


FIG. 3

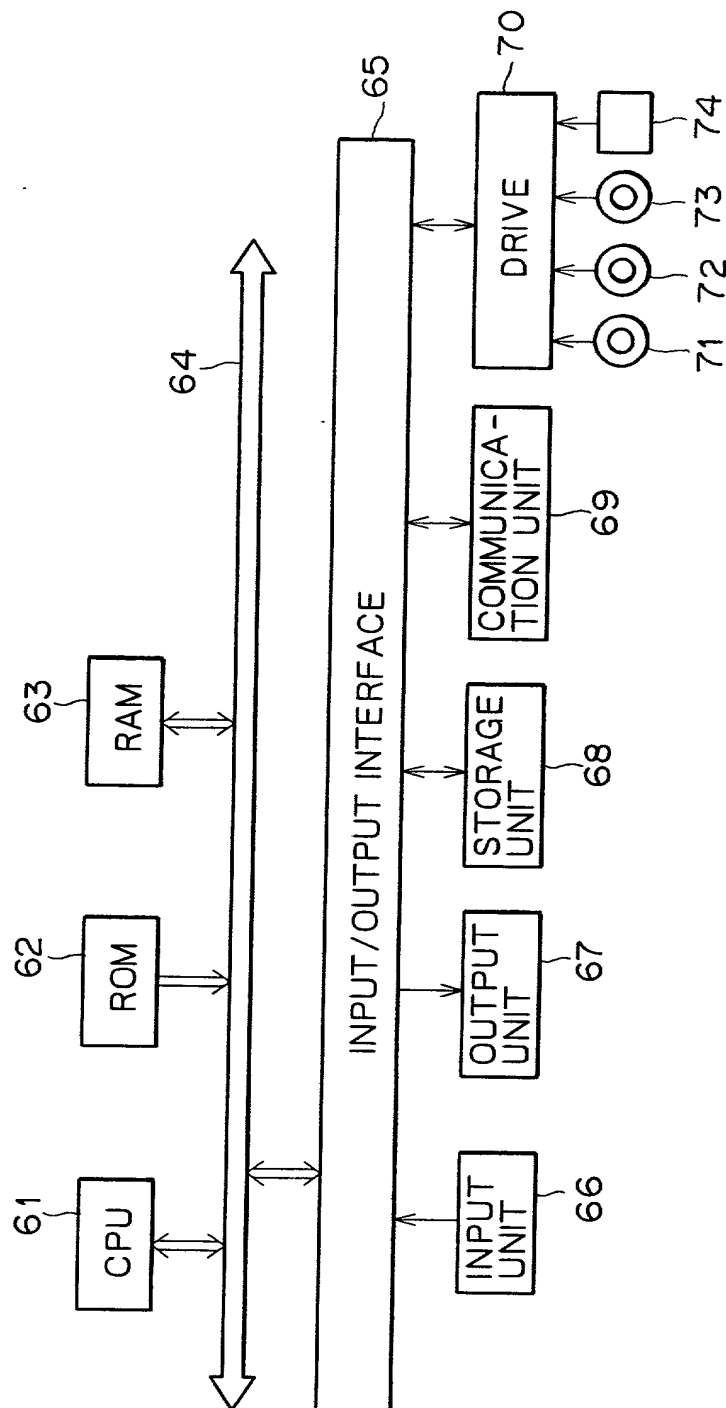
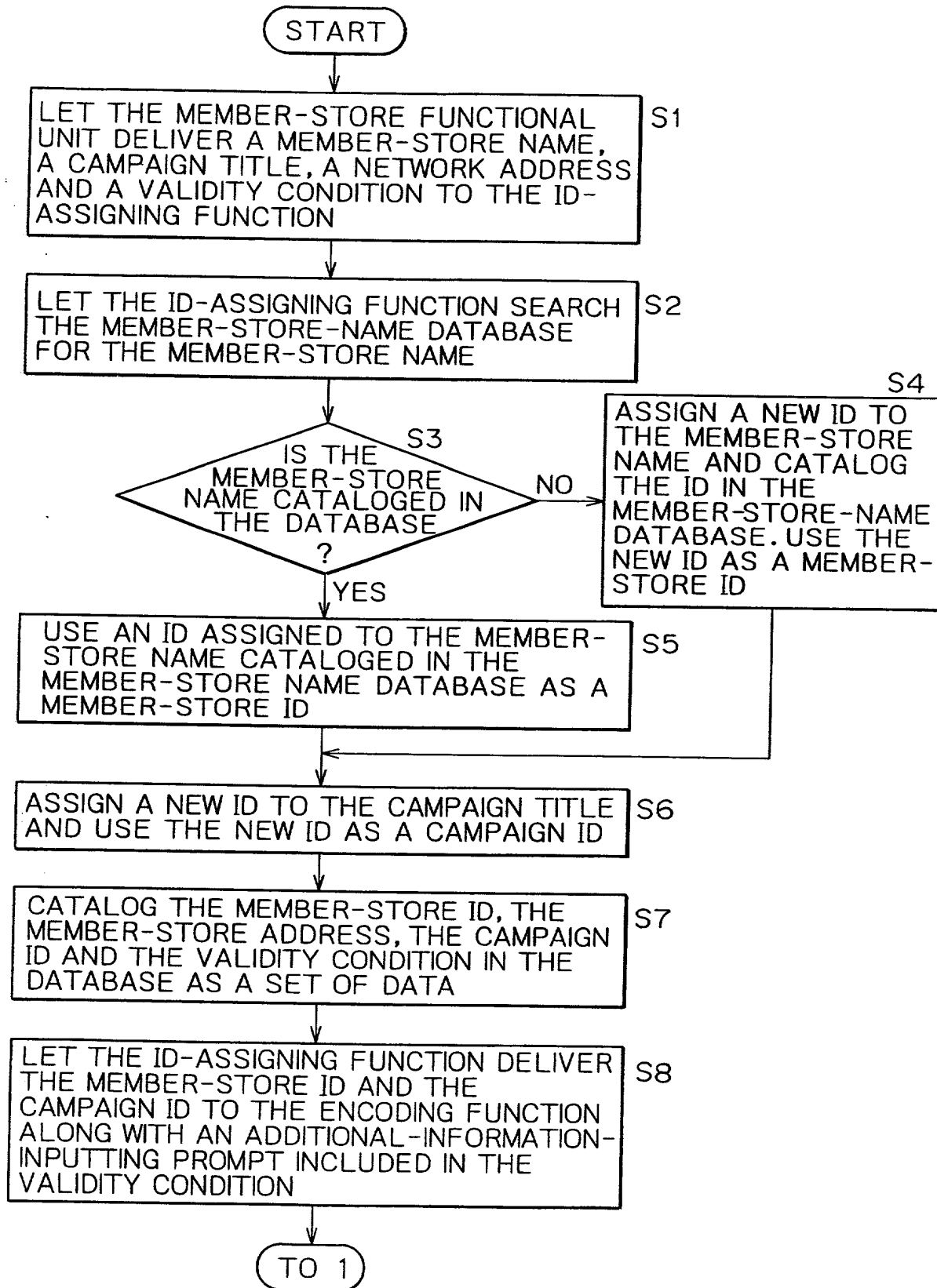


FIG. 4



①

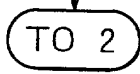


FIG. 6

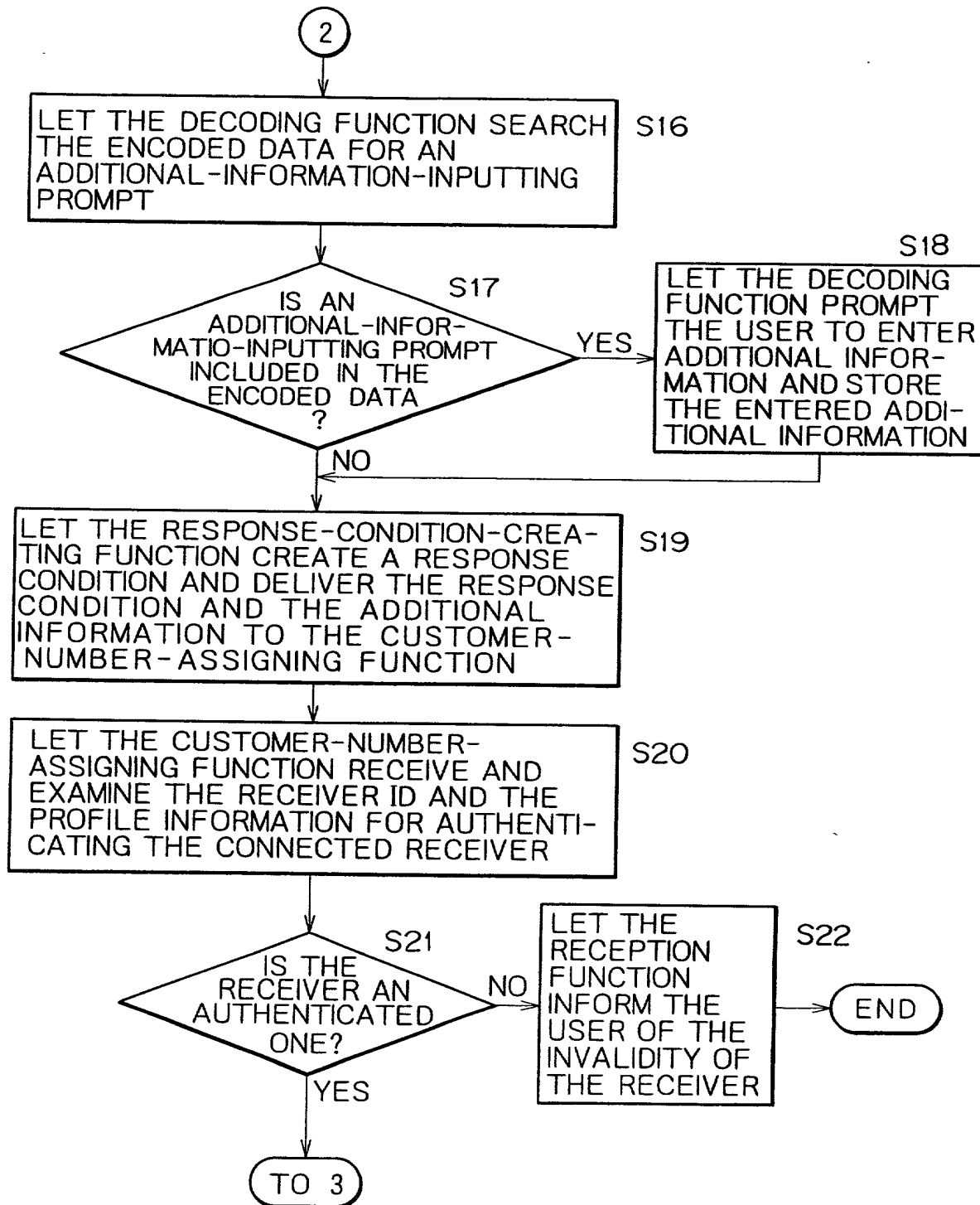


FIG. 7

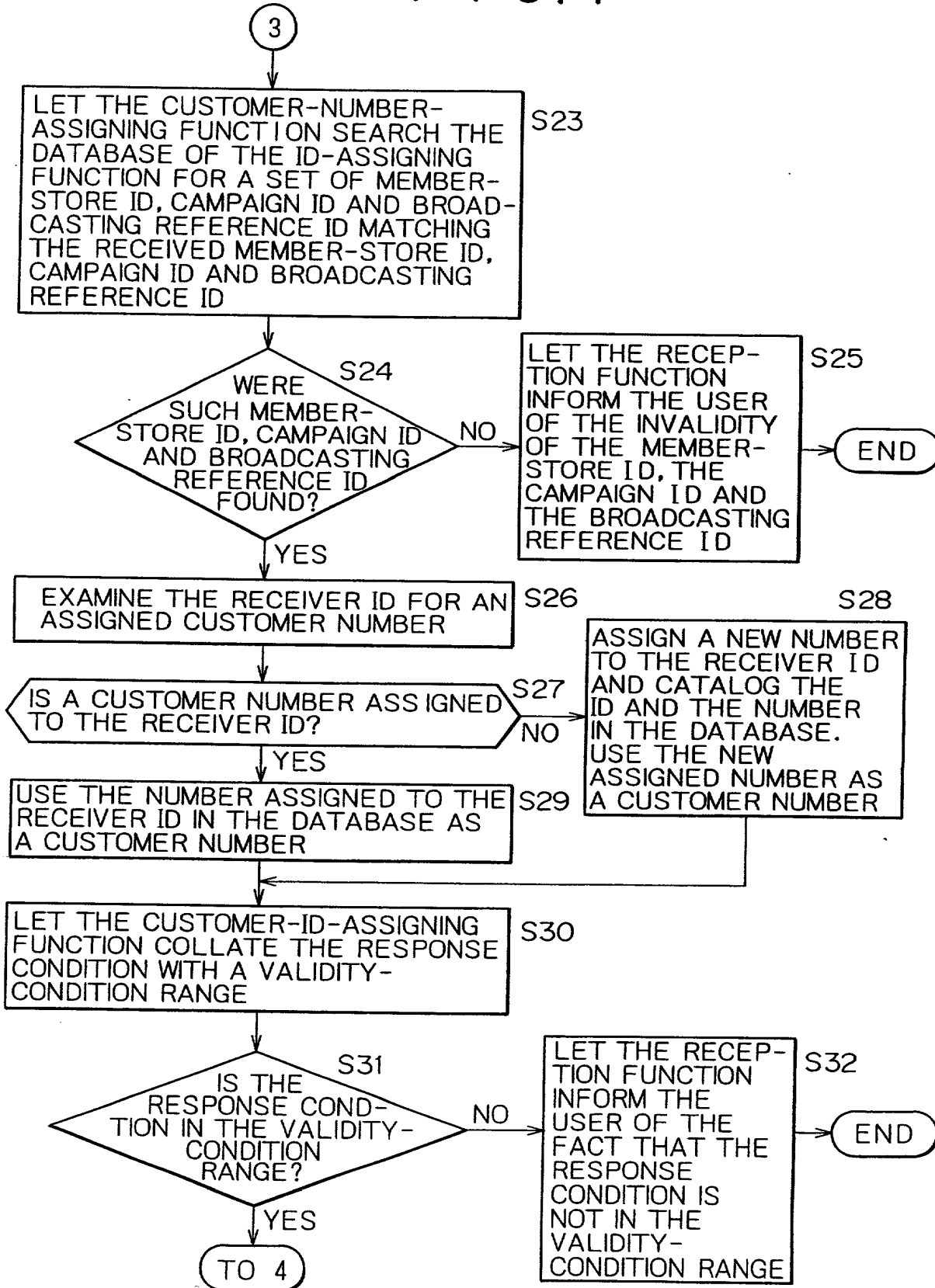


FIG. 8

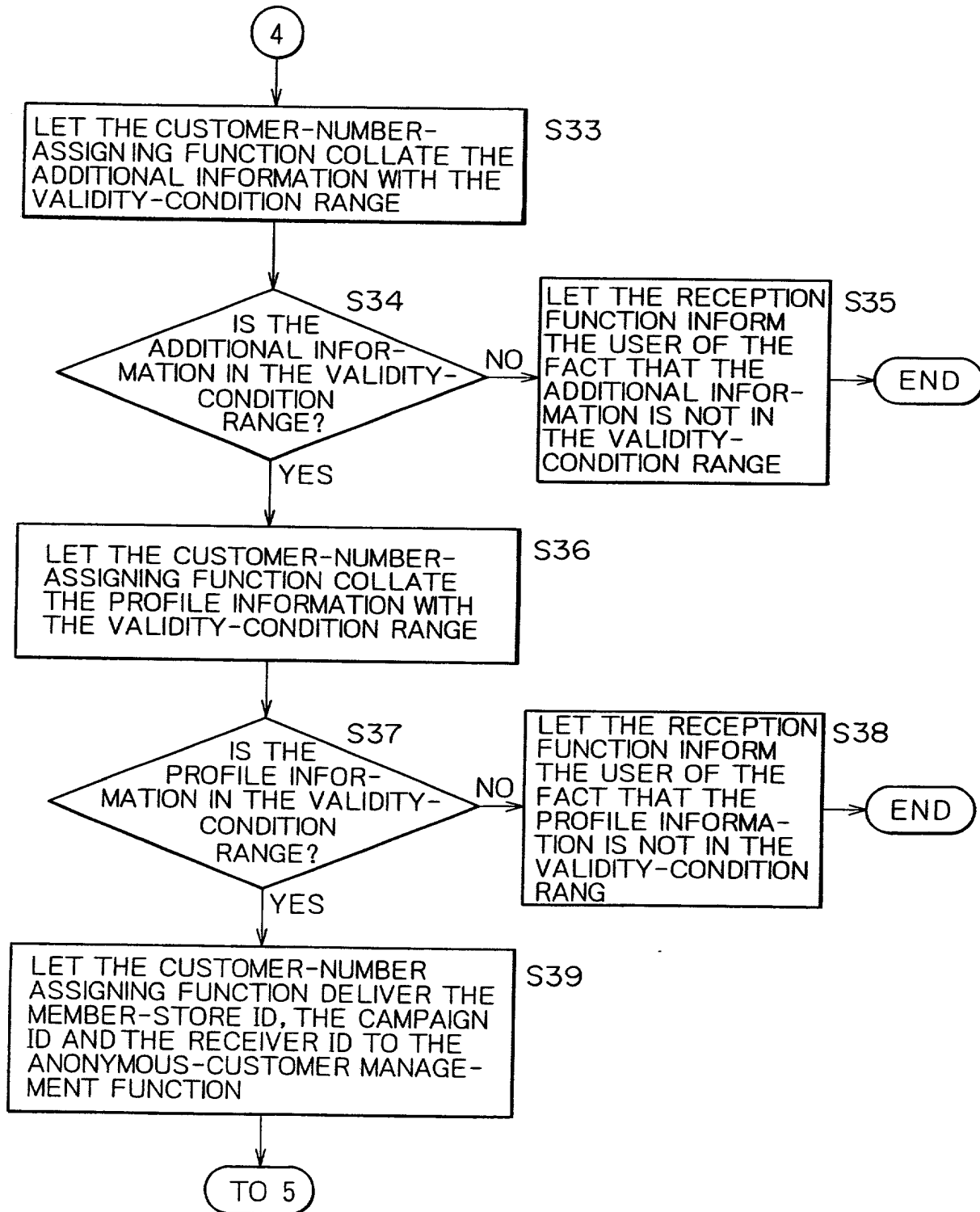


FIG. 9

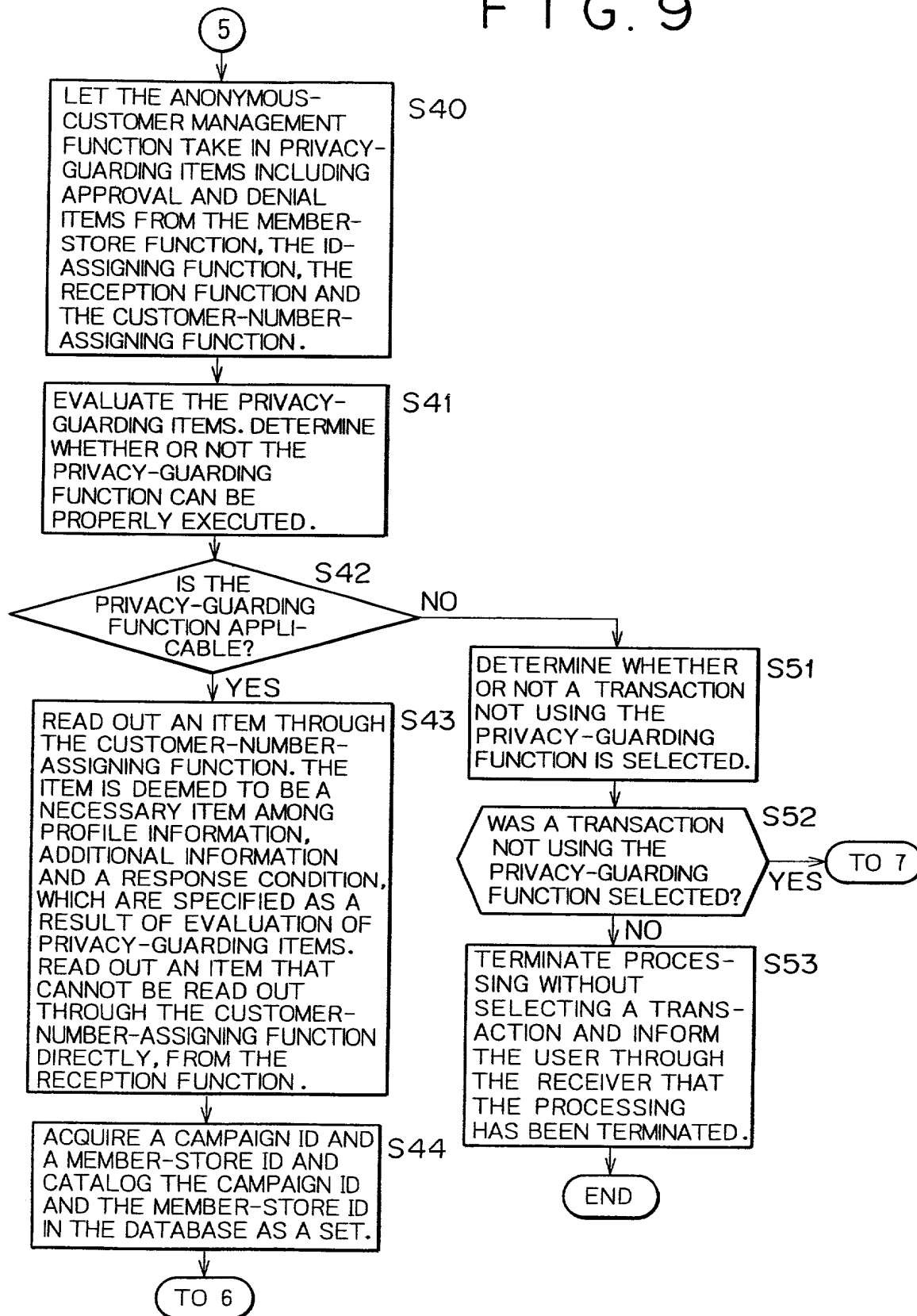


FIG. 10

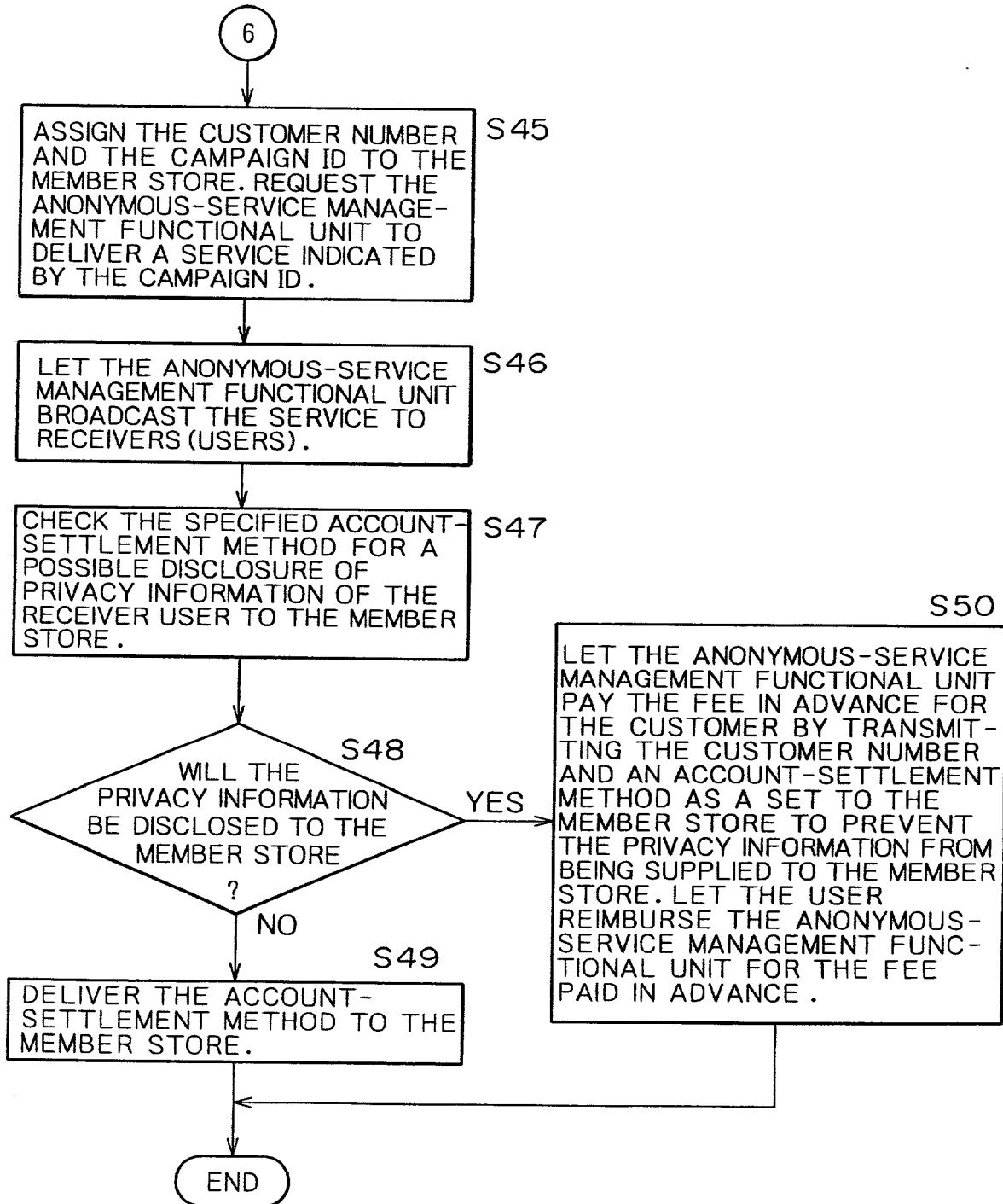
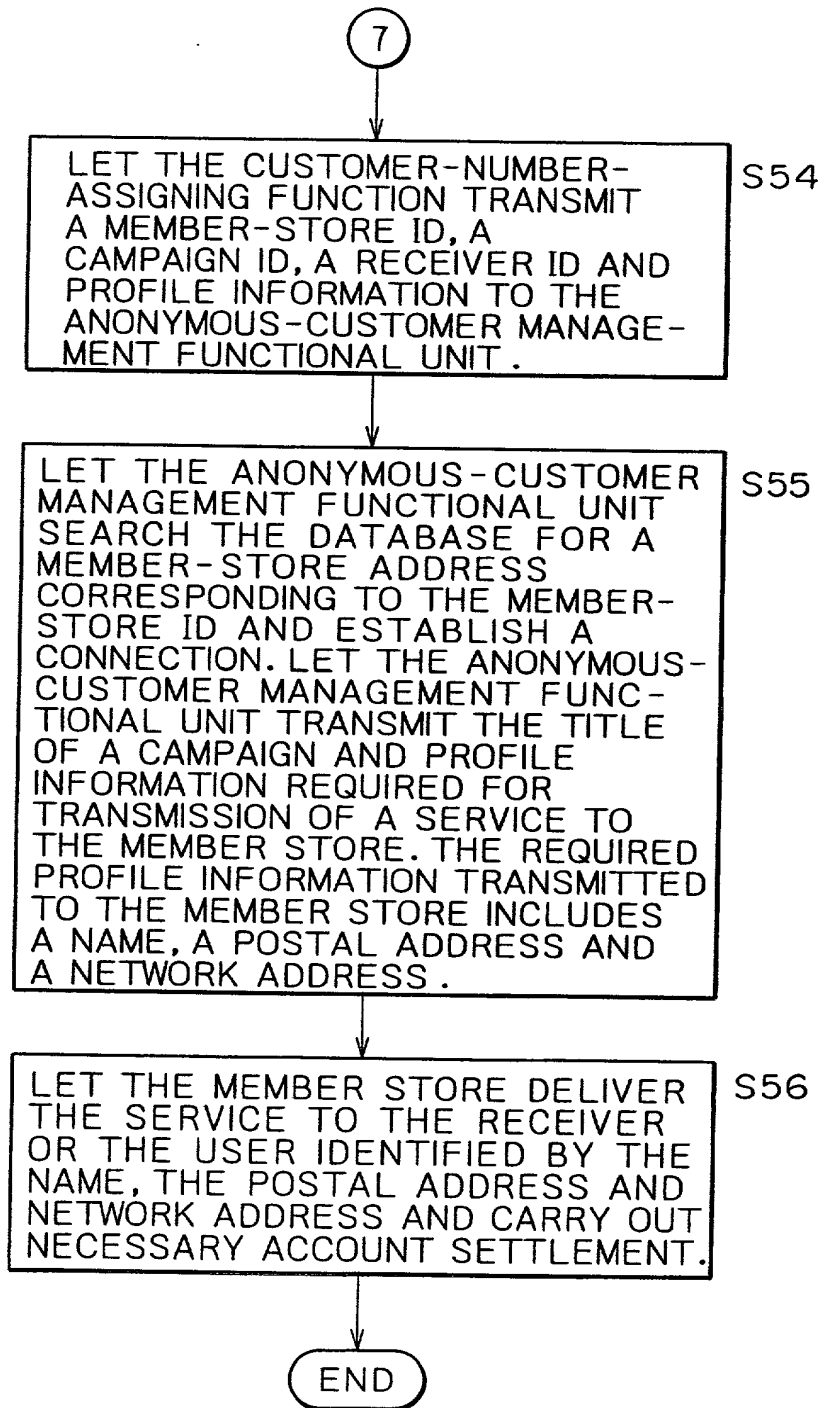


FIG. 10

FIG. 11



DOCKET # 205018US6

FIG.12

DATABASE 43

No	CAMPAIGN ID	VALIDITY CONDITION	MEMBER- STORE ID	MEMBER-STORE NETWORK ADDRESS	REMARK (CAMPAIGN TITLE)
1	0001	TABLE 0001	Re0003	www.cdshop.com	Best Soundtrack
1	0002	TABLE 0002	Re0003	www.cdshop.com	Symphony No.5
1	0003	TABLE 0003	Re0004	www.books.com	Edison' Biography

BROADCASTING REFERENCE ID	MEDIUM	CHANNEL	OUTPUT TIME
BC0011	SATELLITE RADIO	112	2:30 FOR 45 TO 55
BC0012	SATELLITE RADIO	134	3:35 FOR 15 TO 25
BC0023	SATELLITE RADIO	112	4:10 FOR 00 TO 30

FIG. 13

TABLE OF VALIDITY CONDITIONS

VALIDITY CONDITION	RESPONSE CONDITION OF RESPONSE DEADLINE	AGE RESTRICTION IN PROFILE INFORMATION	SUBSTANCE RESTRICTION IN PROFILE INFORMATION	RESPONSE CONDITION OF INDIVIDUAL AUTHENTICATION FUNCTION
0001	23:59 ON 10/05/2001	N/A	N/A	N/A
0002	12:00 ON 11/30/2001	AT LEAST 18 YEARS OLD	ADULT	ONLY REGISTERED PERSONS
0003	23:59 ON 12/02/2001	NONE	FOR CHILDREN	N/A

PAYMENT METHOD IN PROFILE INFORMATION	RESPONSE CONDITION OF OTHER AERIAL RESTRICTIONS IN THE NAVIGATION FUNCTION	ADDITIONAL - INFORMATION - INPUTTING PROMPT	INPUT 1 IN ADDITIONAL INFORMATION	INPUT 2 IN ADDITIONAL INFORMATION	RESPONSE CONDITION OF RESTRICTIONS ON ACCOUNT BALANCE
N/A	N/A	CHARACTER STRING X ₂	ABC COLA	ABC MAN	N/A
JCB, VISA, AMEX	ALL US TERRITORIES EXCEPT ALASKA	N/A	N/A	N/A	N/A
CHECKS ONLY	ONLY CALIFORNIA	NUMBERS 1 TO 3	1	N/A	AT LEAST 300 \$

FIG. 14

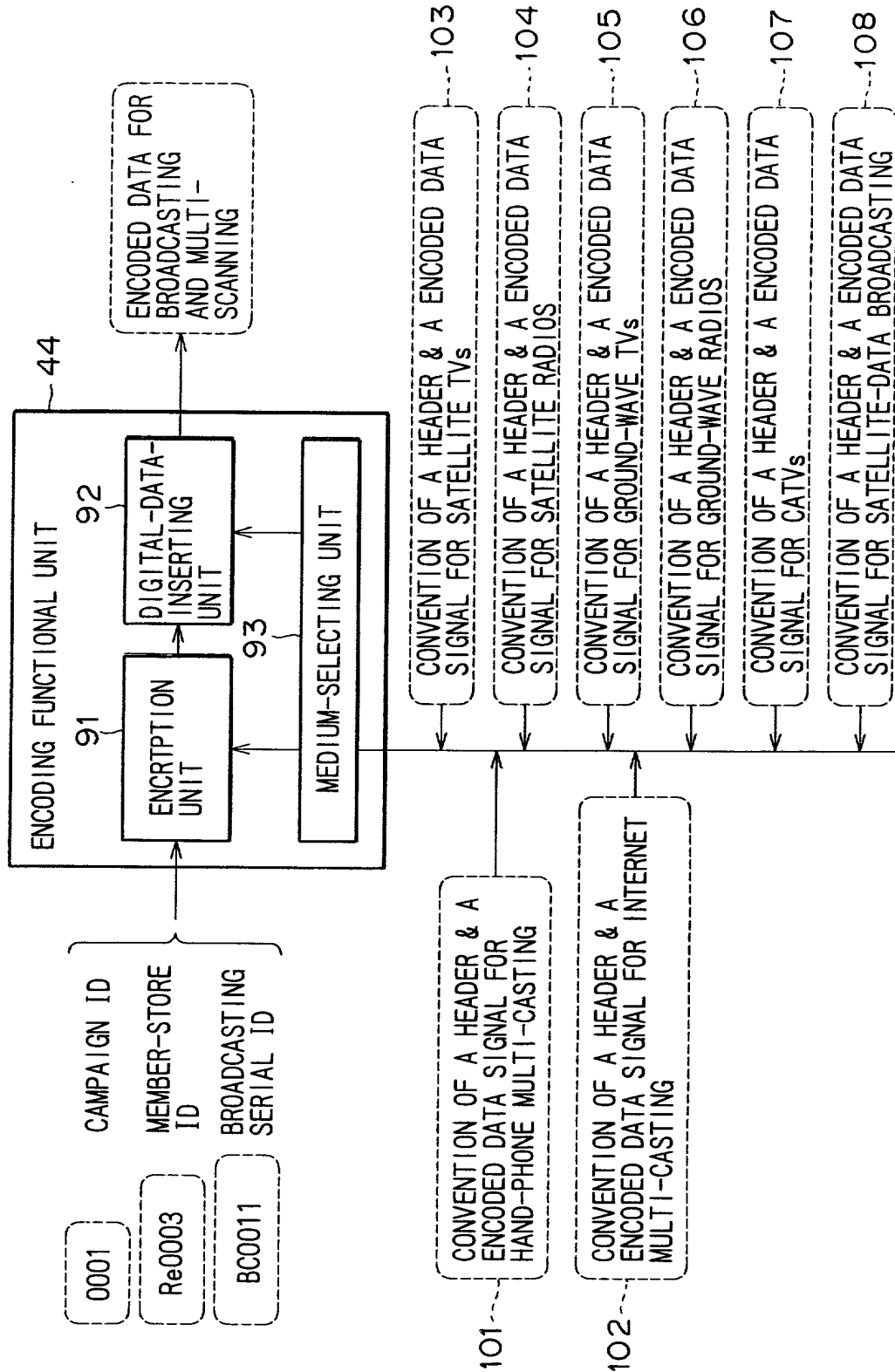


FIG. 15

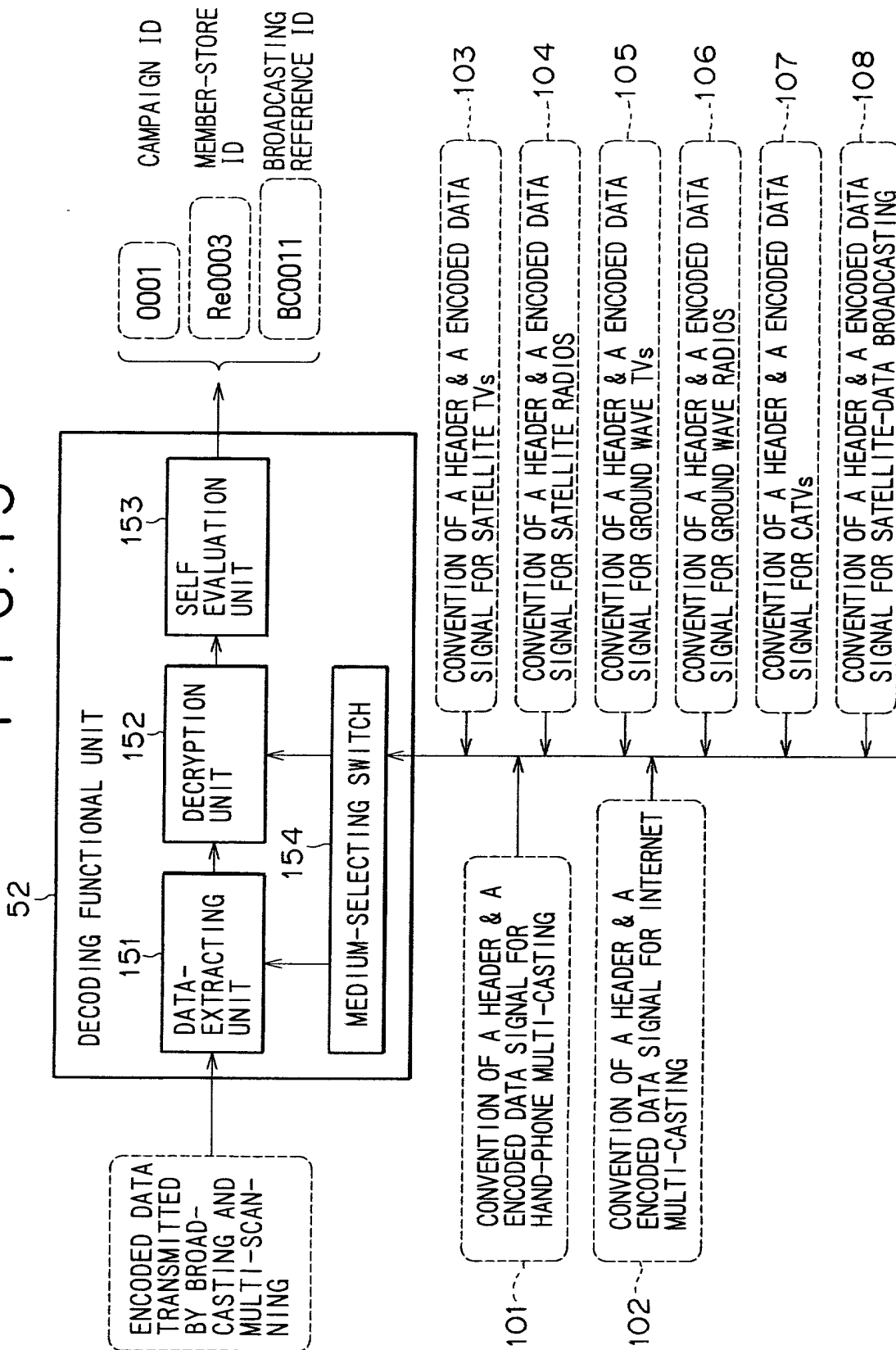


FIG. 16

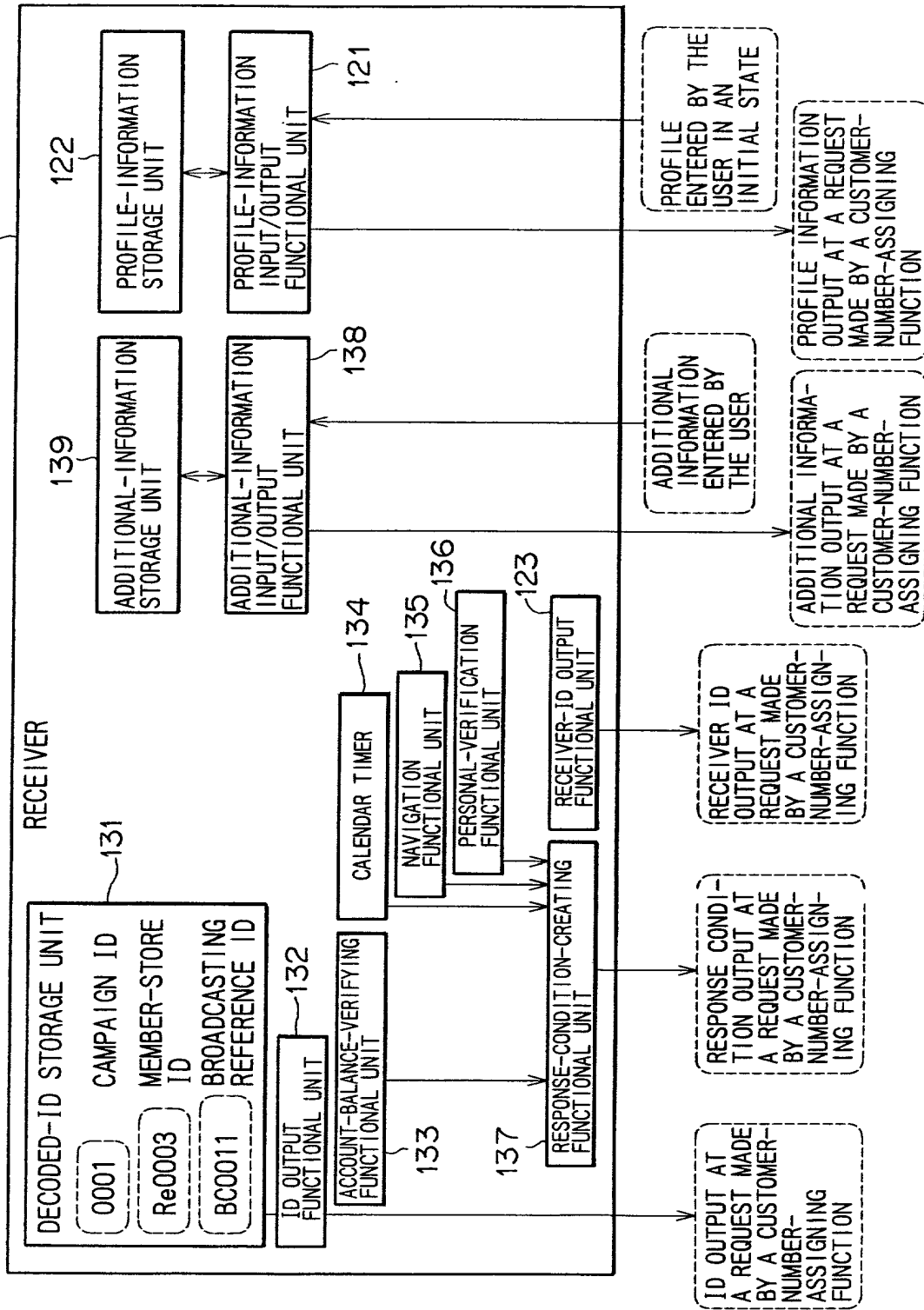


FIG.17

PROFILE INFORMATION (EMBEDDED IN THE RECEIVER)

ITEM NAMES IN PROFILE INFORMATION	CUSTOMER NUMBER	NAME	GENDER	CATALOGED ADDRESS	OCCUPATION
VALUES OF ITEM NAMES IN PROFILE INFORMATION	046131	JIRO YAMADA	MALE	2-16-16 NISHI OHI SHINAGAWAKU	COMPANY EMPLOYEE

CATALOGED AREA	PAYMENT METHOD	AGE	CONTENTS
6 PREFECTURES IN KANTO DISTRICT	VISA	43	EXCLUDING ADULTS

FIG. 18

PROFILE INFORMATION IN THE DATABASE 47

RECEIVER ID	CATALOGING DATE	NAME	GENDER	MODEL	CATALOGED ADDRESS	OCCUPATION
Ssny1003	06/06/2000	JIRO YAMADA	MALE	TR-S55	2-16-16 NISHI OHI SHINAGAWA	COMPANY EMPLOYEE

CATALOGED AREA	PAYMENT METHOD	AGE	CONTENTS
6 PREFECTURES IN KANTO DISTRICT	VISA	43	EXCLUDING ADULTS

FIG. 19

TYPICAL CONTENTS OF THE RESPONSE CONDITION

ITEM NAMES OF THE RESPONSE CONDITION	RESPONSE TIME AND DATE OF THE RESPONSE CONDITION	AUTHENTICATED PERSON OF THE RESPONSE CONDITION	DETECTED AREA BY NAVIGATION FUNCTION OF THE RESPONSE CONDITION	CURRENT ACCOUNT BALANCE OF THE RESPONSE CONDITION
ITEM VALUES OF THE RESPONSE CONDITION	10:13 ON 10/03/2001	CATALOGED PERSON	THE STATE OF CALIFORNIA	\$ 342

FIG. 20

DATABASE 47

RECEIVER ID	CATALOGING DATE	USER NAME	MODEL
Ssny1001	2000/06/05	TARO TANAKA	TR-S55
Ssny1003	2000/06/06	JIRO YAMADA	TR-S55
Ssny1004	2000/06/06	HANAKO SAITO	TR-S55

FIG. 21

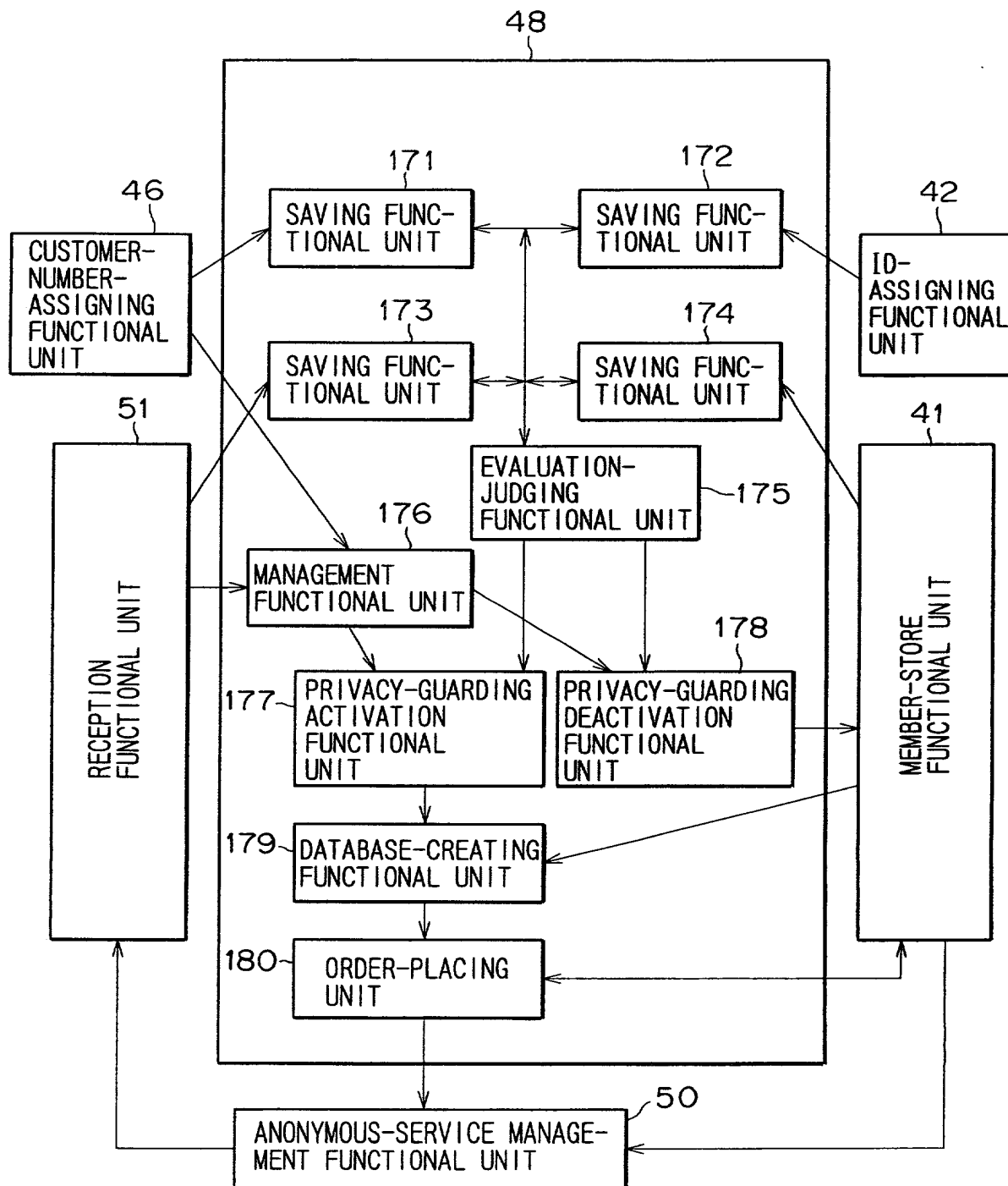


FIG. 22

NAME	POSTAL ADDRESS	NETWORK ADDRESS	ACCOUNT-SETTLEMENT METHOD	CUSTOMER NUMBER
TOM HIRAYAMA	1 Ssny Drive, Park Ridge, NJ	Hirayama@net.com	VISA 1234 5678 XXXX	C686853

GENDER AND OCCUPATION
IN PROFILE INFORMATION

FIG. 23

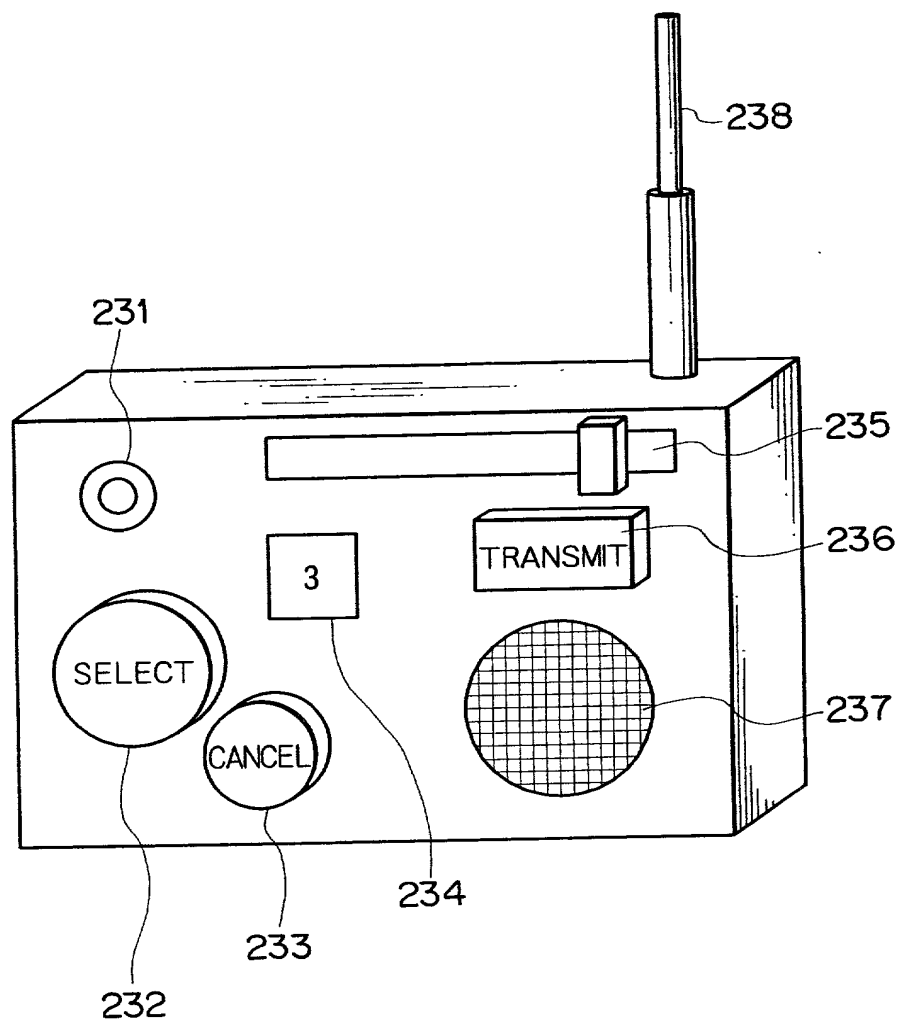
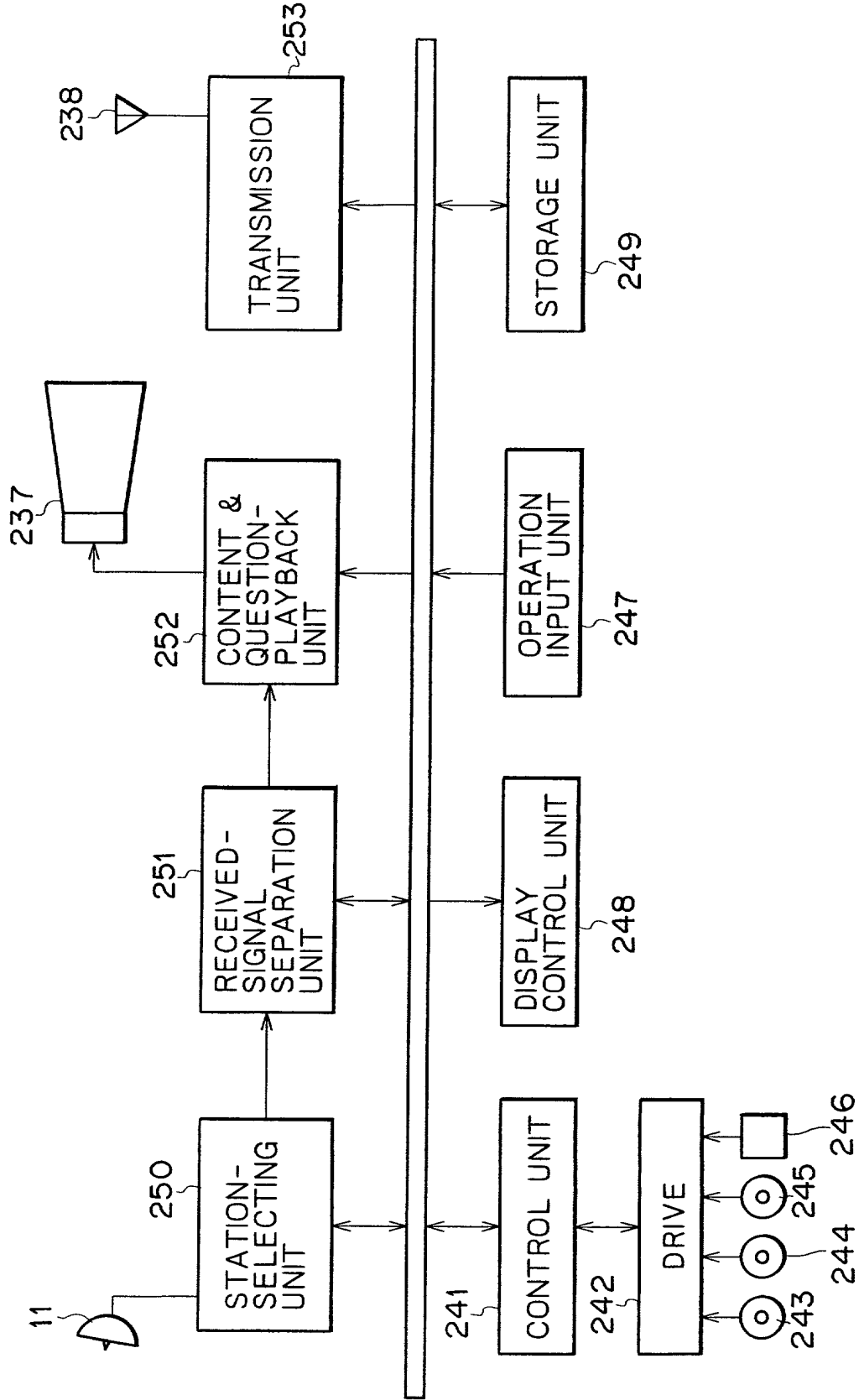
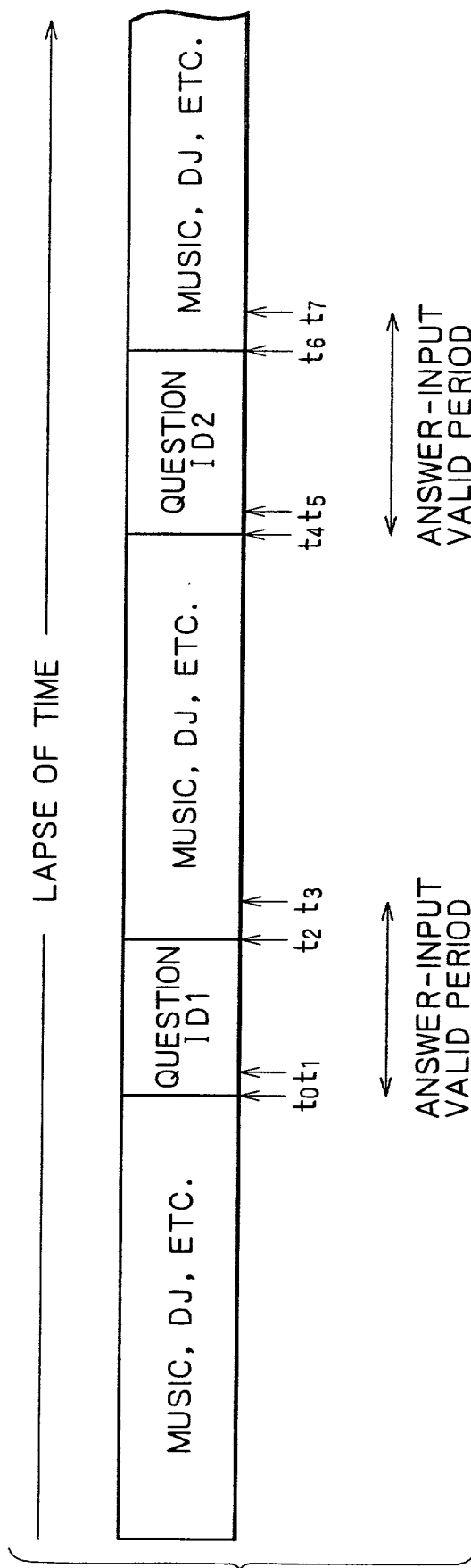


FIG. 24



F1 G.25

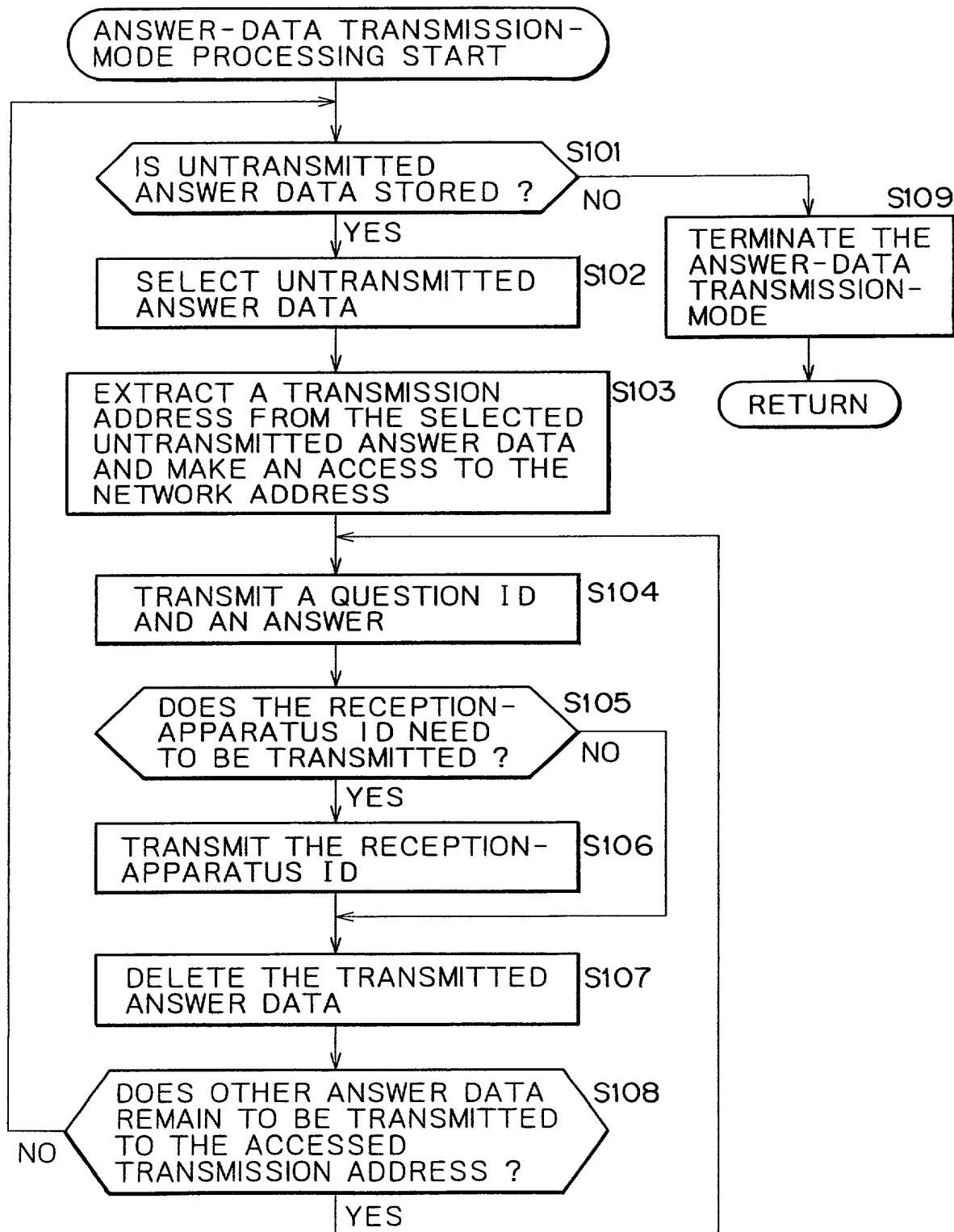


```

graph TD
    Start([RECEPTION PROCESSING START]) --> S81[RECEIVE A PROGRAM FROM A SELECTED STATION AND START A PLAYBACK S81]
    S81 --> S82[DISABLE THE SELECT BUTTON AND TURN OFF THE ACTIVE INDICATOR S82]
    S82 --> S83{ANSWER-DATA TRANSMISSION MODE ? S83}
    S83 -- YES --> S90[PERFORM PROCESSING IN THE ANSWER-DATA TRANSMISSION MODE S90]
    S90 --> S83
    S83 -- NO --> S84{HAS AN ACTIVATE SIGNAL BEEN RECEIVED ? S84}
    S84 -- YES --> S85[ENABLE THE SELECT BUTTON AND TURN ON THE ACTIVE INDICATOR S85]
    S84 -- NO --> S85
    S85 --> S86{IS THE SELECT BUTTON ENABLED AND DID THE USER ENTER AN INPUT ? S86}
    S86 -- YES --> S87[STORE A QUESTION ID, AN ANSWER AND A TRNSMISSION ADDRESS S87]
    S86 -- NO --> S87
    S87 --> S88{HAS A DEACTIVATE SIGNAL BEEN RECEIVED ? S88}
    S88 -- YES --> S89[DISABLE THE SELECT BUTTON AND TURN OFF THE ACTIVE INDICATOR S89]
    S88 -- NO --> S83
    S89 --> S83

```

FIG. 27



20041516 2004

FIG. 28

